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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: Adam M. Litt et al.

Title: METHOD FOR ADVERTISING AND SELLING PRODUCTS ONLINE

Appl. No.: 10/712,380

Filing Date: November 14, 2003

Examiner: Daniel Lastra

Art Unit: 3622

Docket No.: 007

AMENDMENT AND REPLY

Mail Stop Non-Fee Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office Action mailed June 24, 2008, Applicants respectfully request entrance of the present amendment.

Amendments to the Specification are reflecting beginning on page 2.

Amendments to the Claims are reflected in the listing of claims beginning on page 3 of this document.

Remarks begin on page 7 of this document.